

# **EXHIBIT E**

**From:** Ashley Epperson <aepperson@erskinecharters.org>

**Sent:** Thursday, November 21, 2024 11:08 AM

**To:** Kenneth Coles <kcoles@meversschoolofexcellence.org>; Serra Williams <serra.williams@meversschoolofexcellence.org>

**Cc:** Katie Graybill <kgraybill@erskinecharters.org>

**Subject:** Mevers Marketing Proposal

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Good morning!

I hope you are both having a wonderful week. Thank you for the opportunity to provide this proposal to you to add some additional resources to Mevers' marketing efforts.

As requested, attached you will find a presentation that outlines our recommendations for Mevers based on our discussion with your team and the capabilities our team has in-house for

services that we have provided to other schools in the past.

Please let me know what feedback your team has for this proposal. We are looking forward to working with the MSE team on this project!

Thank you,



## Ashley Epperson

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# MARKETING PROPOSAL

PREPARED FOR MEVERS SCHOOL OF EXCELLENCE



## **THE GOAL**

Engage in additional marketing efforts to close enrollment gaps at MSE and create a strong foundation for future marketing efforts.

## **THE STRATEGY**

1. Updated Video/Photo Material
2. Website Audit
3. Digital Ad Strategy

GRADE	TOTAL (REG v + REG C+ I2R)	NEW TARGET	IN NEED OF # STUDENTS
K	70	80	-10
1	84	88	-4
2	89	100	-11
3	89	100	-11
4	83	100	-17
5	75	100	-25
6	100	108	-8
7	100	107	-7
8	82	92	-10
TOTAL	772	875	-103



## STRATEGY #1

# UPDATE MEDIA MATERIAL

The Charter Institute at Erskine's Media Production team will put together a creative brief and plan to capture promotional and evergreen content over 2-3 days at the school that can be used for the website, social media, and advertisements.

This will be provided at no cost to the school.





## STRATEGY #2

# WEBSITE AUDIT

The Charter Institute at Erskine's Communications department will evaluate MSE's website for efficiency, clarity, click journeys, etc., and provide recommendations for any edits or changes.

The Department will also work with Ms. Williams to evaluate the enrollment journey for MSE prospective parents and make any necessary recommendations or changes.

This will be provided at no cost to the school.





## STRATEGY #3

# DIGITAL MARKETING

The Charter Institute at Erskine's Communications department will collaborate with Ms. Williams to create a digital marketing strategy that incorporates 1) social media ads, 2) geofencing ads, and 3) Google Search ads.

This will be provided at no additional cost to the school. The school will be responsible for the ad spend but will have full budgeting controls.





# ADVERTISING GOALS

## 01. Social Media Ads

Use photo and video content captured to create a range of Meta ads with a targeted audience to direct parents to enrollment information.

**Recommended Monthly Budget: \$1,000**

## 02. Geofencing Ads

use Groundtruth platform to geofence major areas of interest in Goose Creek including events, certain ZIP codes, etc.

**Recommended Monthly Budget: \$1,000**

## 03. Google Search Ads

Identify keywords and searches to boost MSE's appearance in search rankings.

**Recommended Monthly Budget: \$750-\$1,000**

***After one month of campaigns, we will evaluate the ads performance and adjust creatives, budgets, etc. as necessary.***





## OTHER STRATEGIES

# PHASE 2 RECOMMENDATIONS

1. Online Review Strategy
  - a. Create a campaign to boost MSE's ratings on platforms like Google Reviews, GreatSchools, etc.
2. Paid Print Ad Placements
  - a. Explore print ad options like newspapers, local magazines, etc.





# THANK YOU FOR ALLOWING US TO PREPARE THIS PROPOSAL!



**Questions, concerns, or feedback can be shared with Ashley Epperson.**

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